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DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BANGKOK

Market: THAILAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
 - Lack of promotion and advertising
 - Non-competitive financing
 - Limited appreciation/understanding of distribution system
 - Slow or lack of response
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For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Computer Thai 90 (participation by Cdn firms)
Expected Results: Increase awareness of Cdn technologies

Activity: Computer hardware/software mission to Thailand
Expected Results: Introduce Cdn capabilities

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Corporate visits to computer companies
Expected Results: Explore market opportunities